Mackenzie Runyon

Computer

Ms. Sveda

FACEBOOK

Facebook is growing in popularity, both nationally and internationally, and is used by people from all age groups and demographics. There are currently more than 350 million active users on this social networking site. In the United States it ranks as one of the top ten most visited sites on the internet and the most popular site for photo-sharing. Originally allowing only college students to sign up, Facebook eventually opened registration to high school students, workplace communities, and finally to anyone over the age of 13.

Facebook is one of the top 20 search engines on the web and the most used “people” search engine. The developers of Facebook designed its search engine results to display in “social proximity” order; this means that the people or events that occur closest to the user’s geographic area are ranked first so that the displayed search results are more relevant to the user.

When a registered user logs on, the most recent photos and the latest messages and news from friends in his or her Facebook network are displayed on the home page. Users are reminded by their friends of upcoming birthdays and provided with articles of interest to them. To address privacy, an individual’s Facebook profile is only available to friends people within the network and each network is based on a workplace, region, high school, college, etc. **Be sure to set your profile to private.**